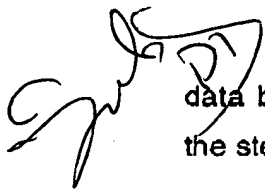


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This listing of claims will replace all prior versions, and listings of claims in the application:

LISTING OF CLAIMS:

 Claim 1 (currently amended): A method for permitting selective access to data based on an identifier stored on an electronic storage medium, comprising the steps of:

- (a) reading the identifier of the electronic storage medium;
- (b) combining a logic with the identifier to trigger a transaction for a payment, wherein the logic is information used to report back to an entity;
- (c) verifying the identifier in a separate database; and
- (d) collecting the payment for use of content on the electronic storage medium.

 Claim 2 (previously presented): The method as recited in claim 1, wherein the identifier is verified in the separate database after the user effects a remote link between the computer and the separate database.

Claim 3 (previously presented): The method as recited in claim 1, wherein the logic tailors video based information.

Claim 4 (previously presented): The method as recited in claim 1, further comprising the step of storing a record of the transaction in a database.

Claim 5 (previously presented): The method as recited in claim 1, wherein the computer is remotely coupled to the separate database via a network.

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Claim 6 (previously presented): The method as recited in claim 5, wherein the payment processing is conducted electronically in a secure manner.

Claim 7 (previously presented): The method as recited in claim 5, wherein an electronic code is utilized to authorize use of the content on the electronic storage medium.

Claim 8 (previously presented): The method as recited in claim 1, wherein the electronic storage medium is an optical disc.

Claim 9 (previously presented): The method as recited in claim 8, wherein the identifier is stored on a burst cut area of the optical disc.

Claim 10 (previously presented): The method as recited in claim 1, wherein the data is stored in a remote database.

Claim 11 (currently amended): A computer program embodied on a computer readable medium for permitting selective access to data based on an identifier stored on an electronic storage medium, comprising:

- (a) a code segment that reads the identifier of the electronic storage medium;
- (b) a code segment that combines a logic with the identifier to trigger a transaction for a payment, wherein the logic is information used to report back to an entity;
- (c) a code segment that verifies the identifier in a separate database;
- and
- (d) a code segment that collects the payment for use of content on the electronic storage medium.

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Claim 12 (previously presented): The computer program as recited in claim 11, wherein the identifier is verified in the separate database after the user effects a remote link between the computer and the database.

Claim 13 (previously presented): The computer program as recited in claim 11, wherein the logic tailors video based information.

Claim 14 (previously presented): The computer program as recited in claim 11, and further comprising a code segment that stores a record of the transaction on a database.

Claim 15 (previously presented): The computer program as recited in claim 11, wherein the computer is remotely coupled to the separate database via a network.

Claim 16 (previously presented): The computer program as recited in claim 15, wherein the payment processing is conducted electronically in a secure manner.

Claim 17 (previously presented): The computer program as recited in claim 15, wherein an electronic code is utilized to authorize use of the content on the electronic storage medium.

Claim 18 (previously presented): The computer program as recited in claim 11, wherein the electronic storage medium is an optical disc.

Claim 19 (previously presented): The computer program as recited in claim 18, wherein the identifier is stored on a burst cut area of the optical disc.

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Claim 20 (previously presented): The computer program as recited in claim 11, wherein the data is stored in a remote database.